



ABOUT

A PRIVATE OFF-ROADING FACILITY IN THE CATSKILL MOUNTAINS WITH THE MISSION OF PROMOTING AND TEACHING SAFE OFF-ROAD DRIVING TECHNIQUES TO PEOPLE

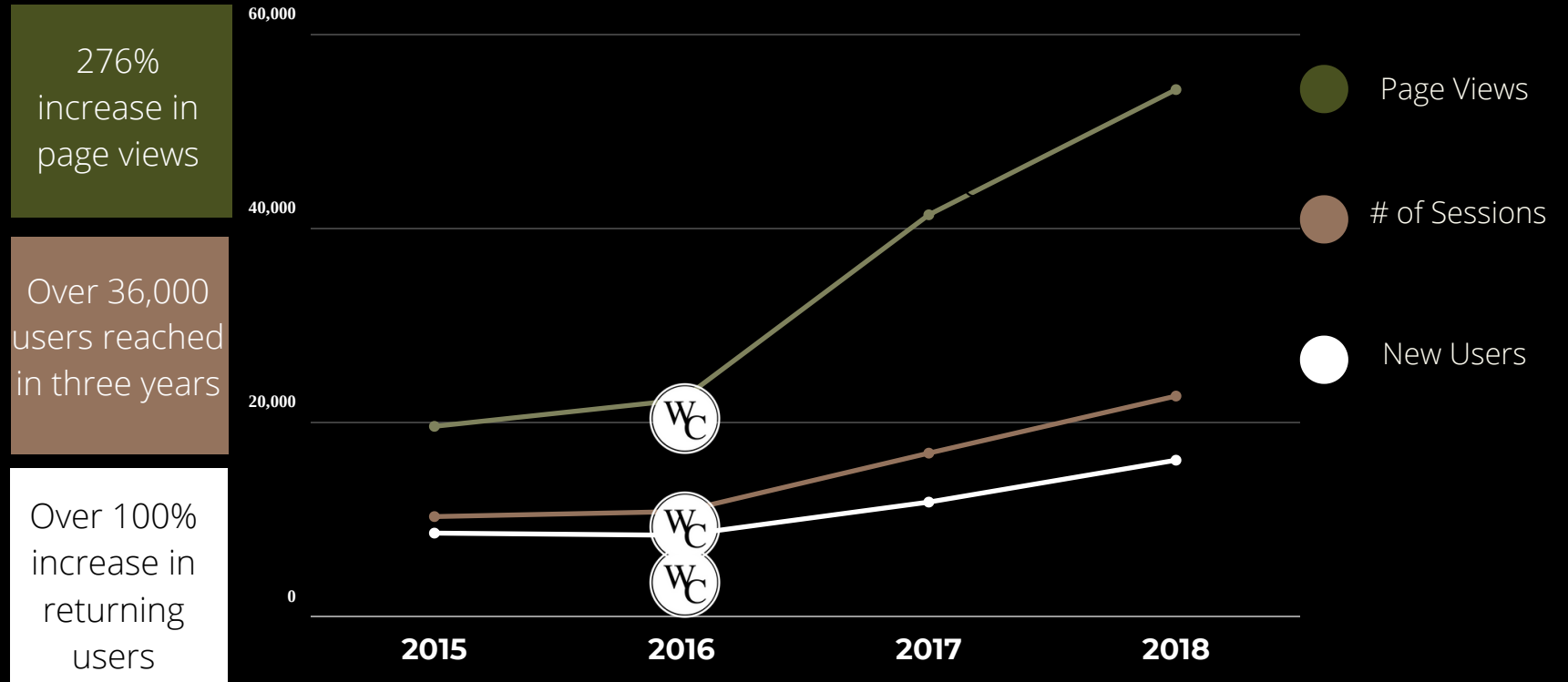
SITUATION

- Overall low website traffic
- Lack of brand visibility to off-road enthusiasts

WC SOLUTION

- New WC customized SEM strategy
 - Targeted keywords
- Social Media curated content and shares

IMPACT



Throughout these three years NORA experienced extreme growth, an owner was able to quit their other job in order to run NORA full-time. They were awarded Trip Advisor's 2019 Certificate of Excellence and we continue to work and grow with them today.